SAGAR SHRESTHA

Lead Product Designer (UX/UI)

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SUMMARY

Lead Product Designer with **10+ years** of **end-to-end** experience taking web, mobile and enterprise products from research and ambiguous requirements to shipped, developer-ready design. Track record across **healthtech, fintech/crypto, HVAC and home services, e-commerce, edtech and legal tech** for clients in the **US, Australia, Israel and Nepal**. Leads design direction, mentors designers and partners with founders and engineering; builds **scalable design systems**, runs **usability and A/B tests**, and **prototypes in code with AI tooling** to shorten the path from idea to production.

WORK EXPERIENCE

Product Designer, AdLeverage – United States (Remote) **Oct 2023 – Aug 2026**

- Owned design for **high-traffic lead-generation websites** and landing pages for **US home-services brands (HVAC, roofing)**, including calljacob.com and localroofs.com, working US hours with distributed teams.
- Designed, built and shipped conversion-focused pages in Unbounce; **ran A/B tests** on layouts, copy and CTAs and iterated on results to **improve lead capture**.
- Redesigned the designer-to-developer handoff with **structured Figma specs**, components and annotations, **reducing rework** with engineering.
- **Led discovery and UX research** for new features; translated client feedback into prototyped user flows **validated before build**.

Independent Product Designer (Contract & Freelance) – Remote **Nov 2022 – Oct 2023**

- Delivered end-to-end product design for **multiple concurrent healthtech, marketplace and SaaS clients**, including **ShiftCare** (aged-care management), LATIDO and The Building Decision.
- Converted business goals into information architecture, wireframes, **interactive prototypes and high-fidelity web and mobile UI** in Figma.
- **Ran competitor analysis and UX research** to identify opportunities; presented trade-offs and recommendations directly to **founders and stakeholders**.

UI/UX Designer, Leapfrog Technology – Kathmandu, Nepal **May 2022 – Nov 2022**

- Designed **Signetic**, an **appointment-scheduling platform** built on **Microsoft Power Platform** for a US digital-health company serving **pharmacies and public-health vaccination programs** (mission: help vaccinate **200M people**), delivering polished UX within strict platform constraints.
- Designed **Power BI dashboards** and high-fidelity prototypes that made complex operational data easier to act on.
- Identified and **resolved usability issues** in existing flows, **improving task efficiency** for end users; presented design rationale to client stakeholders and engineering leads.

UI/UX Designer, Infinity Digital Agency – Kathmandu, Nepal **Nov 2021 – Apr 2022**

- **Built and maintained a design system** that brought visual and interaction consistency across client products.
- Planned and ran **usability tests and feedback sessions**; partnered with developers to ensure **pixel- and behavior-accurate** builds.

UI/UX Designer, Dreamax – Israel (Remote) **Sep 2021 – Nov 2021**

- Designed user flows and UI for a **no-code website builder**, simplifying complex editing tasks for non-technical users, shipping on a **fast release cadence**.

Senior UI/UX Designer, Bitsbeat – Kathmandu, Nepal **Jul 2020 – May 2021**

- **Led UX for blockchain products**, including a **crypto wallet for Harmony (ONE)** covering **staking, NFTs and token-exchange flows**.
- Made complex crypto concepts approachable through clear dashboards, progressive disclosure and trust-building UI; **ran usability tests** with engineers.

UI/UX Designer, Braindigit – Kathmandu, Nepal **May 2019 – Apr 2020**

- Managed design projects with product managers, designed game UIs and interactive prototypes, and **mentored junior designers**; produced 2D and **Lottie motion design**.

Designer, Floyd Consultancy – Kathmandu, Nepal **Sep 2018 – Jan 2019**

- Designed web, mobile and physical-product interfaces; mentored junior designers on mockups and visual craft.

Designer, Blackspring – Kathmandu, Nepal **Jan 2016 – Aug 2018**

- Designed and built **websites, mobile apps and WordPress themes**; created app icons and brand identities.

EDUCATION & CERTIFICATIONS

Executive MBA (EMBA)
Google UX Design Professional Certificate – Google Aug 2022
Project Management Professional Certificate – Google Nov 2023
The Fundamentals of Digital Marketing – Google Jul 2018

SKILLS

Design: Product strategy, user-centered design (UCD/HCI), interaction design, information architecture, design systems, prototyping, wireframing, accessibility

Research & Validation: User interviews, usability testing, A/B testing, competitive analysis, heuristic review

Tools: Figma, Adobe XD, Photoshop, Illustrator, After Effects, Premiere Pro, Balsamiq, Unbounce, Power BI, Microsoft Power Platform

Technical: HTML, CSS, SCSS, Tailwind CSS, React, Git, Docker, WordPress, Lottie/JSON animation

AI-Assisted Development: Claude Code, Codex, Cursor, Model Context Protocol (MCP) based workflows, AI-assisted design to code

Languages: English (professional), Nepali (native), Hindi (fluent)